

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

populating a memory, wherein populating the memory comprises:

receiving a first search query having ~~[[a]]~~ first content, the first content comprising a plurality of search terms forming a phrase components;

rewriting the first search query, based on the phrase, into a modified search query;
and

mapping the first search query to the modified search query in ~~[[a]]the cache~~
memory; and

subsequently processing a second search query including:

receiving ~~[[a]]the~~ second search query having ~~[[a]]~~ second content;

determining whether at least ~~[[a]]~~ one portion of the second content matches the first content; and

responsive to the at least one portion of the second content matching the first content, ~~substituting the modified search query for the at least one portion of the second content to form a modified second search query; and issuing executing a search~~ ~~[[of]]that includes~~ the modified ~~second~~ search query in place of the at least one portion of second search query and returning ~~having the substituted modified search query to return~~ one or more corresponding search results as responsive to the received second search query.

2. (Canceled)

3. (Currently Amended) The method of claim 1, further comprising:

responsive to the second content not comprising any portion that matches the first content, ~~issuing~~ executing a search of the received second search query.

4. (Currently Amended) The method of claim 1, wherein the ~~cache~~ memory comprises a look-up table for the mapping.

5. (Currently Amended) The method of claim 1, wherein the search of the modified second search query is ~~issued to~~ executed by a backend data system.

6. (Currently Amended) The method of claim 5, wherein the backend data system is physically apart from the ~~cache~~ memory and comprises one or more databases having data to be searched.

7. (Currently Amended) The method of claim 5, wherein the ~~cache~~ memory comprises a look-up table mapping the first search query to the modified search query; and

wherein the backend data system is physically apart from the ~~cache~~ memory and comprises one or more databases having data to be searched.

8. (Currently Amended) The method of claim 1, wherein the step of mapping is performed offline prior to the step of receiving the second search query; and the step of executing the search ~~substituting~~ is performed online upon receiving the second search query.

9. (Original) The method of claim 1, wherein the step of rewriting the first search query into the modified search query comprises:

- determining that the first search query is frequently received;
- issuing the first search query to the backend data system to find information related to the first search query;
- determining additional content for the first search query based on the related information;
- and
- rewriting the first search query into a modified search query having the first content and the additional content.

10. (Original) The method of claim 1, wherein the step of rewriting the first search query into the modified search query comprises:

- determining a more common or popular phrase or term for the first content of the first search query; and
- rewriting the first search query into the modified search query having the more common or popular phrase or term in place of the first content.

11. (Original) The method of claim 1, wherein the first and second search queries are received at a first system of a search site, and the search of the modified search query is issued by a search engine in the first system.

12. (Currently Amended) The method of claim 11, wherein the first system of the search site comprises [[the]]cache memory.

13. (Currently Amended) The method of claim 11, wherein the ~~each~~ cache memory is physically apart from the first system of the search site.

14. (Original) The method of claim 11, wherein the step of rewriting is performed by the first system of the search site.

15. (Original) The method of claim 14, wherein the steps of mapping and determining are performed by the first system of the search site.

16. (Currently Amended) The method of claim 14, wherein the ~~each~~ memory is a database in a ~~each~~ memory system of the search site, and the steps of mapping and determining are performed by the ~~each~~ memory system.

17. (Currently Amended) The method of claim 11, wherein the ~~each~~ memory is a database in a ~~each~~ memory system of the search site, and the step of rewriting is performed [[by]]with the ~~each~~ memory system.

18. (Currently Amended) The method of claim 17, wherein the steps of mapping and determining are performed by the ~~each~~ memory system.

19. (Original) The method of claim 17, wherein the steps of mapping and determining are performed by the first system of the search site.

20. (Currently Amended) The method of claim 1, wherein the ~~each~~ memory comprises a memory chip.

21. (Currently Amended) The method of claim 1, wherein the ~~each~~ memory comprises a disk-storage memory device.

22. (Original) The method of claim 1, wherein the step of rewriting the first search query into the modified search query comprises:

determining an additional phrase or term for the first content of the first search query; and
augmenting the first search query with the additional phrase or term.

23. (Currently Amended) A computer-readable ~~medium~~ storage device having computer-executable instructions contained therein for performing a method, the method comprising:
populating a memory, wherein populating the memory comprises:

receiving a first search query having ~~[[a]]~~ first content, the first content comprising a plurality of search terms forming a phrase ~~components~~;

rewriting the first search query, based on the phrase, into a modified search query;
and

mapping the first search query to the modified search query in ~~[[a]]the cache~~
memory; and

subsequently processing a second search query including:

receiving ~~[[a]]the~~ second search query having ~~[[a]]~~second content;

determining whether at least ~~[[a]]one~~ portion of the second content matches the first content; and

~~substituting the modified search query for the at least one portion of the second content to form a modified second search query~~ in response to the at least one portion of the second content matching the first content, ~~and~~ issuing a search ~~[[of]]~~that includes the modified ~~second~~ search query in place of the at least one portion of the second search query, to a backend data system to return one or more corresponding search results as responsive to the received second search query.

24. (Canceled)

25. (Currently Amended) The computer-readable ~~medium~~ storage device of claim 23, wherein the method further comprises:

issuing a search of the received second search query to the backend search system in response to the second content not comprising any portion that matches the first content.

26. (Currently Amended) The computer-readable ~~medium~~ storage device of claim 23, wherein mapping the first search query to the modified search query in the ~~cache~~ memory comprises ~~for~~ generating a look-up table for the mapping.

27. (Currently Amended) The computer-readable ~~medium~~ storage device of claim 23, wherein the mapping is configured to run offline prior to the step of receiving the second search query; and the issuing the search ~~substituting~~ is configured to run online upon receiving the second search query.

28. (Currently Amended) The computer-readable ~~medium~~ storage device of claim 23, wherein rewriting the first search query into the modified search query comprises:

determining that the first search query is frequently received;

issuing the first search query to the backend data system to find information related to the first search query;

determining additional content for the first search query based on the related information; and

rewriting the first search query into ~~[[a]]~~the modified search query having ~~[[a]]~~the first content and the additional content.

29. (Currently Amended) The computer-readable ~~medium~~ storage device of claim 23, wherein rewriting the first search query into the modified search query comprises:

determining a more common or popular phrase or term for the first content of the first search query; and

rewriting the first search query into the modified search query having the more common or popular phrase or term in place of the first content.

30. (Currently Amended) The computer-readable ~~medium~~ storage device of claim 23, wherein rewriting the first search query into the modified search query comprises:

determining an additional phrase or term for the first content of the first search query; and
augmenting the first search query with the additional phrase or term.

31. (Currently Amended) A method comprising:

populating a memory, wherein populating the memory comprises:

receiving at a search interface a plurality of instances of a first search query
having a first ~~content~~ plurality of search terms forming a phrase;

determining an indicator of frequency with which the first search query has been
~~previously~~ received at the search interface;

when the first search query is determined, based on the indicator of frequency, to
be among a group of most frequently received queries relative to other queries
received at the search interface that are different than the first search query,
rewriting the first search query, based on the phrase, into a modified search query
having a second plurality of search terms that are different in content or order than
the first plurality of search terms, and mapping the first search query to the
modified search query in ~~[[a]] the cache~~ memory; and

subsequently processing a second search query including:

receiving ~~[[a]] the~~ second search query ~~having a second content~~;

determining ~~that whether~~ at least ~~[[a]]one~~ portion of the second ~~content~~ query
matches one or more of the first content plurality of search terms; and

~~responsive to the at least one portion of the second content matching the first content substituting the modified search query for the at least one portion of the second content to form a modified second search query; and issuing~~ executing a search of the modified second search query in place of the at least one portion of the second search query, and returning one or more corresponding ~~having the substituted modified search query to return one or more search results as responsive to the received second search query.~~

32. (Withdrawn) A computer-implemented method comprising:

receiving from a plurality of different users, at a search interface, a first search query having a first content;

rewriting the first search query into a modified search query;

executing a search of the first search query to produce a first set of results, and executing a search of the modified search query to produce a second set of results;

providing the first set of results to a first subset of the plurality of different users, providing the second set of results to a second subset of the plurality of different users that is different than the first subset, and tracking responses to the first set of results and the second set of results;

when tracked responses to the first set of results and second set of results indicate a user-preference for the second set of results, mapping the first search query to the modified search query in a memory;

receiving a second search query having a second content;

determining whether at least a portion of the second content matches the first content;

in response to a determination that the least one portion of the second content matches the first content, substituting the modified search query for the at least one portion of the second content to form a modified second search query; and

issuing a search of the modified second search query having the substituted modified search query to return one or more search results.